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Community Health News

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Farmer's Markets in Rural Communities

July 2, 2012



A collaborative study including Dr. Moya Alfonso, Jen Nickelson, and Danielle Cohen at Georgia Southern University Jiann-Ping Hsu College of Public health examined the impact of farmers markets in rural communities. The steep increase in the prevalence of obesity over the past several decades has become a considerable public health concern because of its association with serious, life-threatening illnesses. Farmers' markets are getting attention as a potential effort to prevention obesity by increasing fruit and vegetable intake and promoting healthier eating habits.

The results of the study indicate that farmers markets operate smoothly and have resulted in high levels of customer satisfaction. The researchers conclude that by working with communities to develop local farmers markets, health educators in rural communities can help increase local capacity for healthier lifestyles.

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